

### **In the Claims:**

1.(amended) A system to facilitate consumer shopping in a store facility having store products in a shopping area by enabling shoppers to become more familiar with product locations in the store facility, where a substantial portion of the products are brand name products which comprise one or more of frozen food products, refrigerated food products, food products which are canned, bottled or packaged food products and drug store products and where said products are categorized as:

- a. products in a plurality of primary location related product categories with the products in each primary location related category being in a related primary location area of the shopping area;
- b. products in each primary location related category which are in turn classified in a plurality of secondary location related product categories, with the products in each secondary location related category being in a related secondary location area;

- c. products in at least some of said secondary location related product categories being in subcategories of a related one of the secondary location related categories;
- d) a substantial portion of the products in at least some of the primary location related product categories being brand name food products with an overall brand name product appearance including the brand name and any packaging and graphic representations;

said shopping area having a plurality of ~~consumer~~ customer access regions, a substantial portion of which are aisles which are proximate to the rows of products in the shopping area and through which customers are able to pass in making product selections from adjacent products which are adjacent to that access regions, each of said access regions being characterized in that ~~the~~ adjacent products are classified in one or more of said secondary categories and/or subcategories;

said system comprising:

[[a.]] a plurality of display signs, each of which is located [[at]] in or proximate to a related ~~access-region~~ aisle for viewing by customers at or proximate to that related ~~access-region~~ aisle,

each of said display signs having ~~at least one graphic~~ a plurality of brand name product representations ~~representation of a product which is one of said adjacent products and is of~~ products which are representative of products in its related secondary location related product category or categories or subcategory or subcategories at its related ~~access region~~ aisle; ~~[[b]]~~ said display signs being positioned in a substantial shopping area portion of the shopping area and located at or adjacent to a substantial number of ~~access regions~~ aisles in said substantial area portion, such that a customer passing adjacent to or through the ~~access regions~~ aisles in said store shopping area portion is able to view said display signs and associate said ~~graphic~~ brand name product representations as representations ~~as~~ that are representative of products in a subcategory and/or a secondary location related product category or categories of the product or products of the ~~graphic~~ brand name product representations~~[[,]]~~.

~~and thus~~ whereby the customer is better able to identify primary, secondary and/or subcategory ~~location~~ locations in the shopping area portions as a

guide to seeking products in the substantial shopping area portion where the ~~graphic~~ brand name product representations are ~~present~~ located.

2 -4 (canceled)

5.(amended) The system as recited in claim 1, further comprising at least one store directory which is visible to customers in the shopping area, said store directory listing identifying names of products, with ~~each~~ some of the identifying ~~name of the product~~ names also having a ~~graphic product representation substantially displaying packaging of~~ a brand name product representation which is within the scope of the ~~product~~ names of the products listed in the directory.

6. (amended) The system as recited in claim 1, wherein there is also at least ~~on~~ one display direction sign indicating a direction to a store location or locations and providing identification of the store location or locations by means of a ~~graphic~~ brand name product representation of a brand name product or products that is representative of product or products in that location or locations.

7. (amended) The system as recited in claim 1, wherein there is at least one store directory which is a representation of the shopping area showing various product locations in the store area and identifying at least a portion of these store locations by ~~graphic~~ brand name product representations of ~~specific products representative of~~ products to be found at that location.

8. (amended) The system as recited in claim 1, wherein there is a plurality of store directories which are representative of the shopping area showing various product locations in the store area and identifying at least some of these store locations by ~~graphic~~ brand name product representations of specific products representative of products to be found at that location, said store directories being printed on a substraight that is portable manually so as to be able to be given as handouts for store information and/or for advertising and/or other purposes in conveying information on the store facility.

9. (canceled)

10. (amended) The system as recited in claim ~~[[9]]~~ 1, wherein there ~~is also~~ are ~~of said category directory~~ signs at spaced locations along at least some of some aisles~~[[, and]]~~ displaying ~~graphic~~ brand name product representations which are more specific to product categories at said spaced locations along said aisle.

11. (original) The system as recited in claim 10, wherein said at least one aisle is an aisle at which frozen products are present and located in freezers cabinets.

12. (amended) The system as recited in claim 10, wherein the products of said store facility also include "drug store" products, and said category ~~directory~~ signs are at spaced locations in a section where the shopping area where the drug store related products are located.

13. (amended) The system as recited in claim ~~[[9]]~~ 1, wherein at least some of said display signs have in addition to the ~~graphic~~ brand name product representation ~~or representation text~~ a word or words identifying products and/or categories of products at the related access region.

14. (amended) The system as recited in claim 13, wherein said store facility has existing display signs at access regions which display ~~text~~ a word or words identifying products and/or categories of products at the access region~~[[,]]~~ and ~~graphic product representations are displayed in addition to the text.~~

15. (amended) The system as recited in claim 1, where there are existing display signs in the shopping area which display text identifying products and/or product categories, and there are in addition ~~signed~~ said displays that display the ~~graphic~~ brand name product representations having a mounting structure by which the display signs having the ~~graphic representation~~ brand name product representations can be positioned adjacent to a corresponding display sign at the access region.